

2004

SYLLABUS

COMMUNICATION 236 MEDIA: MANAGEMENT & CONTENT

Instructor: Gayle V. Economos Phone: (410)437-7483

THIS IS THE ONLY PHONE NUMBER

WHERE I MAY BE REACHED!

Ms. Economos does not have regular office hours, but can easily meet with students before class or on a case by case basis. Please call me at the above number to set up a meeting - usually before class.

DO NOT EMAIL ME AT SCHOOL, EITHER!

Office Hours: By appointment Only

I NEVER get my school email so DON'T EMAIL ME!

DESCRIPTION:

This is a course in the BUSINESS of broadcasting. We'll examine in-depth the management, administration, operation and controls of radio & television stations & networks, from the points of view of programming, promotion, sales and news. We'll look at outside agents, such as audience ratings and advertising agencies, and how they influence & determine the choices made by the electronic media. Students will learn how to read radio & TV rating books and to utilize the demographic information in light of news, sales, programming, and promotional applications. Various top level managers, all of them powerful, longtime professionals in "the Business", will be guest speakers and lend us their expertise, providing valuable contacts to those students serious about careers in broadcasting.

EVALUATION: CLASS ATTENDANCE IS MANDATORY

| | |
|------------------------------|-----|
| Class discussion & questions | 15% |
| Radio station time chart | 5% |
| Media buys (2x 10%) | 20% |
| Midterm | 30% |
| Scheduled cumulative final | 30% |

READING:

Every week peruse Advertising Age & read David Folkenflik's Baltimore Sun column EVERY Wednesday in the Today section or www.sunspot.com

Broadcast Advertising - selected readings

Broadcast & Cable Selling - selected readings

Handouts

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WEEKLY SCHEDULE (subject to change)

| | |
|-----------------|---|
| January 28 | Introduction. Management & Leadership. Read B.A. Chapters 1 & 2 |
| February 4 | Station set-ups, break structures, TV ratings <i>PROGRAMMING ASSIGNMENT: TV</i> |
| February 11 | TV Ratings, media buying <i>ASSIGNMENT: MEDIA BUY</i> |
| February 18 | Read B.A. Ch. 5, 10, & 13 More ratings, <i>RADIO PROGRAMMING ASSIGNMENT</i> Read B.A. Ch. 14 <i>MEDIA BUY DUE</i> |
| February 25 | Speaker: Jim Dolan, Market Manager, Clear Channel Radio Baltimore, (WPOC/WSMJ/WCAO) Read B.A. Ch. 15 <i>RADIO PROGRAMMING ASSIGNMENT DUE</i> |
| March 3 | Speaker: Bill Hopkinson, Director of Sales Clear Channel Radio, Baltimore, (WPOC/WSMJ/WCAO) Read B.A. Ch. 4, Ch. 8 |
| March 10 | MIDTERM <i>BRING MINI-RATING BOOK AND CALCULATOR!!!</i> |
| March 17 | <i>Happy St. Patrick's Day – SPRING BREAK</i> |
| March 24 | Speaker: Michelle Butt, News Director, WBAL-TV Midterm Review |
| March 31 | Speaker: Wanda Q. Draper, Director of Programming & Public Affairs Director, WBAL-TV Midterm Review, continued |
| April 7 | Sales & Negotiation |
| April 14 | NO CLASS – WIFTI WORLD SUMMIT IN NEW ZEALAND |
| April 21 | NO CLASS – WIFTI WORLD SUMMIT IN NEW ZEALAND |
| April 28 | *Speaker: Marc Clark, On-Air Personality, WERQ-FM |
| May 5 | Lessons in Reality and Goal Setting |
| May 12 | <i>SCHEDULED FINAL EXAM</i> <i>BRING MINI-RATING BOOK & CALCULATOR</i> |

**Tentatively scheduled*

SYLLABUS 4/6/05
COMMUNICATION 236 MEDIA: MANAGEMENT & CONTENT
Instructor: Gayle V. Economos Phone: (410)437-7483
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| | |
|------------------------------|-----|
| Class discussion & questions | 15% |
| Radio station time chart | 5% |
| Media buys (2x 10%) | 20% |
| Midterm | 30% |
| Scheduled cumulative final | 30% |

READING:

Every week peruse Advertising Age

Broadcast Advertising - selected readings

Media Selling – Closed Reserve: Read Chapters 1-3, 16, 26 before May 7. Feel free to read more chapters, if you'd like.

Handouts

BRING YOUR CALCULATOR TO CLASS EVERY DAY!

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WEEKLY SCHEDULE (subject to change)

| | |
|-----------------|---|
| January 26 | Introduction. Management & Leadership. Read B.A. Chapters 1 & 2 |
| February 3 | Station set-ups, break structures, TV ratings PROGRAMMING ASSIGNMENT: TV |
| February 9 | TV Ratings, media buying Read B.A. Ch. 5, 10, & 13 |
| February 16 | More ratings, RADIO PROGRAMMING ASSIGNMENT Read B.A. Ch. 14 ASSIGNMENT: MEDIA BUY |
| February 23 | Speaker: Jim Dolan, Market Manager, Clear Channel Radio Baltimore, (WPOC/WSMJ/WCAO) Read B.A. Ch. 15 RADIO PROGRAMMING ASSIGNMENT DUE MEDIA BUY DUE |
| March 2 | Sales & Negotiation Read B.A. Ch. 4, Ch. 8 |
| March 9 | MIDTERM BRING MINI-RATING BOOK AND CALCULATOR!!! |
| March 16 | SPRING BREAK |
| March 23 | Midterm Review |
| March 30 | Speaker: Wanda Q. Draper, Director of Programming & Public Affairs Director, WBAL-TV |
| April 6 | Speaker: Belinda Johnson, Public Affairs Producer/Coordinator WNUV-TV/WBFF-TV (Goucher grad) |
| April 13 | Speaker: Susie Roeser, Marketing Director, WBAL-AM & Katherine Dietrich, Account Executive, WIYY-FM (Goucher grad) |
| April 20 | NO CLASS – WIFTI MINI-SUMMIT IN ATLANTA |
| April 27 | Lessons in Reality and Goal Setting |
| May 4 | Speaker: Bill Hopkinson, Director of Sales Clear Channel Radio, Baltimore, (WPOC/WSMJ/WCAO) |
| May 9-13 | SCHEDULED FINAL EXAM - MAY 11 BRING MINI-RATING BOOK & CALCULATOR |

**Tentatively scheduled*

OPTION A OUTREACH ACTIVITIES -- Form BP-02

Type of Initiative: 4

Initiative Classification: Journalism/Broadcasting Class -- Howard

Nature of the Activity, Including Date(s):

Scott Wykoff, WBAL Radio Reporter, spoke to the Journalism/Broadcasting Class at Howard Community College on October, 4, 2004. He was invited by the instructor, Charles Robinson. He spoke to the class about different aspects of journalism. He offered them advice on what course to take while in college and how to obtain a journalism job in the radio business. He encouraged the students to consider an internship program.

Scope of Station's Participation:

Station Personnel Involved:

Scott Wykoff, WBAL Radio, Reporter

*Attach all documentation concerning the nature of the activity,
the scope of the station's participation, and the station personnel involved.*

For "Initiative Classification" use numbers "1" through "13" in accordance with the following:

1. Participation is at least four job fairs;
2. Hosting at least one job fair;
3. Co-sponsoring at least one job fair;
4. Participation is at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program;
6. Participation in job banks, Internet programs, and other program designed to promote outreach generally;
7. Participation in scholarship programs;
8. Establishment of training programs
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities;
13. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting



Maryland Public Television

October 6, 2004

Scott Wykoff
Reporter
WBAL Radio
3800 Hooper Ave.
Baltimore, MD 21211

Dear Scott;

I can't thank you enough for your presentation before my writing class at Howard Community College on October 4, 2004. Your insights into radio news writing, the process of collecting materials and then merging them into one seamless piece was priceless. As an instructor it's difficult to convey the many elements that can come into play when a reporter is on a news story. By walking them through your thought process you gave the students ideas on news judgments and logistical questions that are also part of the process.

Lastly, technology has improved far beyond the days of when I used alligator clips and a telephone. The usage of a laptop and the computer programs can allow you to create news pieces that have depth, and color as if you were in a studio. Continue the great work you do at WBAL Radio.

Thank you for your time and expertise.

Sincerely,

Charles F. Robinson, III
Maryland Public Television

OPTION A OUTREACH ACTIVITIES -- Form BP-02

Type of Initiative: 4

Initiative Classification: Journalism Class...Univeristy of Maryland, College Park

Nature of the Activity, Including Date(s):

Mark Miller, News Director spoke to Sue Kopen's Journalism Class at the University of Maryland, College Park on 9/21/04. He spoke to her class about different aspects of journalism. He offered them advice on what course to take while in college and how to obtain a journalism job in the radio business. He encouraged the students to consider an internship program.

Scope of Station's Participation:

Station Personnel Involved:

Mark Miller, News Director

*Attach all documentation concerning the nature of the activity,
the scope of the station's participation, and the station personnel involved.*

For "Initiative Classification" use numbers "1" through "13" in accordance with the following:

1. Participation is at least four job fairs;
2. Hosting at least one job fair;
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13. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting

***** DO NOT PUT IN PUBLIC FILE *****



UNIVERSITY OF MARYLAND

PHILIP MERRILL COLLEGE OF JOURNALISM

1317 Journalism Building
College Park, Maryland 20742-8227
Undergraduate Services 301.405.2399
Graduate Services 301.405.2386
FAX 301.314.9166
<http://www.journalism.umd.edu>

September 29, 2004

Mr. Mark Miller
News Director
WBAL Radio
3800 Hooper Avenue
Baltimore, MD 21211

Dear Mark,

Many thanks for the making the trip out to College Park last week to speak to my Journalism Mass Media law class. The timing couldn't have been better given the turn of events with CBS News and Dan Rather. You certainly challenged the class and gave my students in the class a lot to chew over. Nothing beats a little "real world" perspective for up and coming journalists (which included a mix of print and broadcast students.)

See you soon!

All the best,

Sue Kopen Katcef
Lecturer/Executive Producer
Philip Merrill College of Journalism
301-405-7526

OPTION A OUTREACH ACTIVITIES — Form BP-02

Type of Initiative: **WBAL — SPEAKING ENGAGEMENT
EMPLOYMENT OPPORTUNITIES IN BROADCASTING**

Initiative Classification: **#13**

Nature of the Activity, Including Date(s):

April 2 — 9:00am-10:30am Mark Miller spoke to a speech and rhetoric class at Towson University. Spoke about the work produced at WBAL Radio and the types of job we have available and how to apply for those jobs. Reviewed requirements for on-air and off-air positions.

Scope of Station's Participation:

Station Personnel Involved:

News Director, Mark Miller

*Attach all documentation concerning the nature of the activity,
the scope of the station's participation, and the station personnel involved.*

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******* DO NOT PUT IN PUBLIC FILE *******



April 2, 2004

Mass Communication and
Communication Studies

Towson University
8000 York Road
Towson, MD 21252-0001

T. 410 704-3431

F. 410 704-3656

www.towson.edu/mcom/

Mr. Mark Miller
3800 Hooper Avenue
Baltimore, Md. 21211

Dear Mr. Miller:

I just wanted to thank you for your excellent lecture to my
Media Criticism students today.

It is important that they hear from great role models such as you.

Thanks again, Mark.

Sincerely,

Richard E. Vatz, Ph.D.
Professor, Communication
University Senate
Towson University
(410) 704-3107

Rvatz@towson.edu

OPTION A OUTREACH ACTIVITIES -- Form BP-02

Type of Initiative: 4

Initiative Classification: Media Criticism class...Towson University

Nature of the Activity, Including Date(s):

Mark Miller, News Director spoke to Richard Vatz's Media Criticism Class at Towson University on 10/21/04. He spoke to her class about different aspects of journalism. He offered them advice on what course to take while in college and how to obtain a journalism job in the radio business. He encouraged the students to consider an internship program.

Scope of Station's Participation:

Station Personnel Involved:

Mark Miller, News Director

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***** DO NOT PUT IN PUBLIC FILE *****



October 21, 2004

Mass Communication and
Communication Studies

Towson University
8000 York Road
Towson, MD 21252-0001

t. 410 704-3431
f. 410 704-3656

www.towson.edu/mcom/

Mr. Mark Miller
3800 Hooper Avenue
Baltimore, Md. 21211

Dear Mark:

I just wanted to thank you lecturing to my advanced Media Criticism class today.

They get so much from you, and the fact that you are a Towson alum helps as well

Thanks again.

Sincerely,

Richard E. Vatz, Ph.D.
Professor, Communication
University Senate
Towson University
(410) 704-3107

OPTION A OUTREACH ACTIVITIES - Form BP-02

(d)
05
Radio

Type of Initiative:

~~12~~ Taught class at Towson Univ

Initiative Classification:

#13

Nature of the Activity, Including Date(s): ~~met~~ April 19th 05

Taught one advertising class at Towson University

Visits also on 11/10/04, 12/15/04 and 5/18/05

Scope of Station's Participation:

Prepared lesson, took power point presentations to class.
Students designed their own sales presentation based upon the
information given. Students submitted resumes via email -
ongoing

Personnel Involved:

Arthur Hawkins - Sales Manager

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scope of the station's participation, and the station personnel involved.*

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***** DO NOT PUT IN PUBLIC FILE *****



"Mi, Sable"
<smi@towson.edu>

11/03/2005 12:00 PM

To: <ahawkins@hearst.com>
cc:
Subject: RE: I need your help

Hi, Arthur,

Thanks for being our guest speaker for the Media Sales class. The dates of your visits were 11/10/04, 12/15/04, 4/19/05, and 5/18/05. The feedback had shown that most students enjoyed your presentations a lot and they all benefited from your experience greatly.

I also mail you some comments from the students in both fall and spring classes. I am sure you will find some of these quite interesting.

Thank you again for your contribution. I am looking forward to seeing you again in the coming semester.

Best wishes,
Sable Mi
Department of Mass Communication
Towson University
410-704-4139

-----Original Message-----

From: ahawkins@hearst.com [mailto:ahawkins@hearst.com]
Sent: Thursday, November 03, 2005 10:32 AM
To: Mi, Sable
Subject: I need your help

Would you be able to send me an email regarding the two times that I spoke in your class, and attended the final project forum. I need this as soon as possible, if you are able to help me. Please give me a call at 410-338-6591 if you aren't clear on this.

Regards

Arthur Hawkins

=====
This e-mail message is intended only for the personal use of the recipient(s) named above. If you are not an intended recipient, you may not review, copy or distribute this message.

If you have received this communication in error, please notify the Hearst Information Services HelpDesk (helpdesk@hearst.com) immediately by e-mail and delete the original message.
=====



Anne Arundel Community College

Glen Burnie Town Center

N. Crain Hwy., Rm. 535 Glen Burnie, MD 21061-3060

410-777-2814 Fax 410-777-2368

*Public
File*

Educational Talent Search Program

May 6, 2004

Mr. Bill Fine, General Manager
WBAL-TV11
3800 Hooper Avenue
Baltimore, MD 21211
410-467-3000

Dear Mr. Fine:

Thank you for the attention that you showed the Anne Arundel Community College Educational Talent Search Program students on our visits to your radio and television stations. We scheduled multiple trips to visit your facility in that the program serves eight middle schools in Anne Arundel County and we wanted to give students from each of our middle schools the opportunity to discover the variety of careers that are involved in producing a news broadcast and operating a television/radio station. Our students, staff and chaperons were impressed with the courtesy, the individual attention, and the professionalism with which they were treated. Additionally, they were intrigued with the technology and the variety of career fields involved in producing a news broadcast and operating a television/radio station. You truly demonstrated your commitment and dedication to the youth in our community.

Anne Arundel Community College Educational Talent Search Program is 1 of 475 Educational Talent Search (ETS) programs serving over 320,854 sixth through twelfth grade students. It is an early intervention program designed to assist students in formulating and achieving educational goals. An important part of the process of formulating educational goals is to identify careers through exploration, then help formulate educational goals based on career aspirations. Trips like this play a significant role in that process. Each group of students has had positive comments about their experience. Below I have listed a few of their words:

"Everyone was really nice and they acted like they really enjoyed us coming.... We had a lot of fun watching ourselves on TV.....Being in the radio station was interesting.....Learning about how the weather is done makes me want to learn more about it.....I liked seeing the robot cameras work. I'd like to do that myselfIt was exciting to see how they make things happen on the screen. It was fun." Students inquired about what training was needed for the various professions they saw at WBAL.

Several students came away with the idea that they would like to enter the field of communications as a career. This proves that it was an important trip for career exploration. Meeting real anchor people in person was a great boon to the trip. Our students were surprised that they were so nice.

One of our program staff who accompanied students on the trip states, "As a result [of this trip] I've started watching channel 11, whereas I always looked at DC stations since I'm more familiar with those.

Again, I thank all of your personnel for providing such a positive experience for our students and being such gracious hosts. The trip was fantastic all the way from the tour of the station to the viewing of WBAL's 12 O'clock Newscast. Some of them had the honor of being seen on TV by their parents and friends. This was a major hit of course. I'm sure that you have captured many new WBAL viewers through your station tours and the warm smiles the students got from the employees at the station. Whenever students met a new face on their tour, there was a greeting, a great smile and nice hello. That let our groups know that they were welcome. From the wonderful receptionist and tour guide, the talented command room staff, to the glib anchor people and floor managers, everyone made our students feel that they were glad they had come. In fact, everyone the students encountered, celebrity or not, seemed to exude this energy.

This truly made it an enjoyable trip.

Sincerely,


Willie Reeves, Director



Linda J. Jacobs, Ed. D.
Executive Director

Yvonne Callaway
Administrative Director

Alison Hunt
Curriculum Coordinator

Martha Schneider
Program Director
Leigh Cloyd
Fiscal Coordinator

May 9, 2005

Michelle Butt
News Director
WBAL-TV11
3800 Hooper Ave.
Baltimore, MD 21211

Dear Ms. Butt:

I want to take a minute to express to you how impressed and grateful we were with time two of your employees donated to The Harbour School at Baltimore today. Marty Jenoff and Sarah Cameron worked with our broadcasting students, providing advice about how to improve our "morning show" and information about pursuing a career in broadcasting. I am particularly impressed by the time they spent, each one's enthusiasm and professionalism, as I know that they performed this community service on "their" time. Marty has been out on several occasions, on his time, to provide advice and assistance.

The Harbour School serves students in grades 1-12 with learning disabilities, autism and other disabilities. We are non-public, special education provider serving students from 7 counties and The District of Columbia. Students come to The Harbour School because the individual school system cannot provide an appropriate educational program for that child. Because many of our students cannot go to their local schools, they often miss out of many of the "extras" a large public high school can provide. We are very grateful to those community members that are willing to come and share expertise and job information with our students.

Marty and Sarah were positive, enthusiastic and very knowledgeable. The students with whom they worked were very excited to be able to work with a "pro". I wanted to let you know that they are a great resource and if all of your employees are as wonderful and giving as Marty and Sarah you have an

amazing staff. Also, please thank Russ Nelligan for sending pencils and WBAL stickers for the students today. I am sure that after today WBAL has picked up many more devoted viewers!

Sincerely,

A handwritten signature in black ink, appearing to read 'MS', with a large, stylized loop at the end.

Martha Schneider
Program Director

Cc: Marty Jenoff
Sarah Cameron



United States Telecommunications Training Institute

January 13, 2004

Ms. Wanda Draper
Director of Programming and Public Affairs
WBAL-TV 11
3800 Hooper Avenue
Baltimore, MD 21211

Dear Wanda:

The United States Telecommunications Training Institute (USTTI) is looking forward to working again with our invaluable volunteer trainers to make our 22nd training year as successful as the last. Please find enclosed the 2004 Trainers' Reference notebook that will serve as a helpful resource when coordinating your USTTI training course.

The notebook contains the following information: (1) USTTI Background and History; (2) Outreach; (3) Application Process; (4) USTTI Financial Information and Funding Procedures; (5) Visas; (6) Orientation; (7) Course Evaluations and Graduation; (8) Logistics Coordination and Training Tips; (9) List of Curriculum Coordinator Course Assignments; and (10) USTTI 2004 Sponsor List. We would like to draw your attention specifically to the section on visas as it includes essential information on changes in the US visa system that will directly impact your course preparation timeline.

In Section 8 we have enclosed a copy of the 2004 Course Logistics Form, so that you may complete and return it to us as soon as possible. Completed Logistics Forms are essential to the USTTI staff as they are used in hotel agreements, acceptance form preparation and staff resource planning. Even if your program does not occur until later this year, please complete all applicable information and return the completed form to our offices via email or facsimile at 202-785-1930 by February 17, 2004. (Please let us know if you would prefer an electronic copy of this form.)

The USTTI staff hopes to make your training experience this year as rewarding and hassle-free as possible. If you have a specific question regarding your training program – applications, logistics, sponsor's role, etc. – please contact the coordinator assigned to your particular course as noted on the Curriculum Coordinator Course Assignment Sheet in Tab 9.

Thank you again for all your support of the USTTI and your dedication to women and men in developing countries around the world.

THE USTTI STAFF

Janet Concepcion, Rogelio Encarnacion, Esther Gabriel, Matthew Gebert,
Brian McCloskey, Demetriss Nurriddin, Kelly O'Keefe

Enclosures



United States Telecommunications Training Institute

April 7, 2004

This is to certify that the participant listed below has successfully completed training in course M4-103, "Introduction to US Television Programming," sponsored by WBAL-TV from April 5 - April 9, 2004.

WBAL-TV has provided the training under the auspices of the United States Telecommunications Training Institute (USTTI).

NAME/COUNTRY

Juliana Owusu-Nortey, Ghana
Francis Tumwekwasize, Uganda

A handwritten signature in black ink, which appears to read "Wanda Draper", is written over a horizontal line.

Wanda Draper
Director of Programming and Public Affairs
WBAL-TV

**UNITED STATES TELECOMMUNICATIONS TRAINING INSTITUTE
2004 SPONSOR COMMITMENT FORM**

WBAL-TV 11, a National Association of Television Program Executives (NATPE) member station, agrees to offer the following tuition-free training course under the auspices of the USTTI in 2004:

Course Title:

Introduction to US Television Programming

Course Description

This intensive, one-week program in a fully functional, commercial television station will provide participants with an overview of several aspects of television programming, including production, network and syndicated programming, public affairs, and local news.

Participant Learning Objectives

To increase working knowledge and understanding of several aspects of television programming from the standpoint of a commercial television station.

Focus

Managerial and production

Location

Baltimore, Maryland

Sponsor Name (as it should appear in USTTI Catalog):

WBAL-TV, a National Association of Television Program Executives (NATPE) member station

Number of Training Slots: 1

Length of Training: 5 Days

Please give date preferences for this course:

(Note: It is helpful if you can give more

April 5 - 9

March 22 - 26

May 3 - 7

than one choice of dates)

Would you like this course to be listed as part of a "Course Sequence?" No

If so, please indicate with which other courses your training should be included:

Name/Title

Andrea D. Harper

Date

10/6/03

Director of Programming and Public Affairs

**UNITED STATES TELECOMMUNICATIONS TRAINING INSTITUTE
2004 SPONSOR COMMITMENT FORM**

WBAL-TV 11, a National Association of Television Program Executives (NATPE) member station, agrees to offer the following tuition-free training course under the auspices of the USTTI in 2004:

Course Title:

Introduction to US Television Programming

Course Description

This intensive, one-week program in a fully functional, commercial television station will provide participants with an overview of several aspects of television programming, including production, network and syndicated programming, public affairs, and local news.

Participant Learning Objectives

To increase working knowledge and understanding of several aspects of television programming from the standpoint of a commercial television station.

Focus

Managerial and production

Location

Baltimore, Maryland

Sponsor Name (as it should appear in USTTI Catalog):

WBAL-TV, a National Association of Television Program Executives (NATPE) member station

Number of Training Slots: 1

Length of Training: 5 Days

Please give date preferences for this course:

(Note: It is helpful if you can give more

April 5 - 9

March 22 - 26

May 3 - 7

than one choice of dates)

Would you like this course to be listed as part of a "Course Sequence?" No _____
If so, please indicate with which other courses your training should be included:

Name/Title _____

Date _____



Matthew Gebert <mgeberty@ustti.org> on 03/29/2004 09:25:02 AM

To: wdraper@hearst.com
cc:

Subject: Monday, April 5th

Good morning Wanda,

As you requested, I just wanted to remind you that Juliana Nortey of Ghana and Francis Tumwekwasize of Uganda will be arriving next Monday morning, April 5, for the beginning of their week of training with WBAL. They will be arriving to their hotel on Sunday, April 4th. What instructions should I give them regarding arrival time, etc. for Monday morning?

Regards,
Matt

At 05:47 PM 2/26/2004 -0500, you wrote:

>Hi Matt,
>Sounds great. Send me a reminder the week before.
>Thanks,
>Wanda
>
>
>
>
>Matthew Gebert <mgeberty@ustti.org> on 02/26/2004 05:47:20 PM
>
>To: wdraper@hearst.com
>cc:
>
>Subject: Confirmed Second Participant
>
>
>Hi Wanda,
>
>We received confirmation today that your second and final trainee for 2004
>will be Mr. Francis Tumwekwasize, a news reporter and camera operator for
>Media Plus, Ltd. in Kampala, Uganda. Both Juliana and Francis have
>been
>very cordial and communicative in our dealings with them thus far, and
>we're looking forward to their arrival.
>
>Please let me know if you have any questions or concerns as the date of
>your course approaches.
>
>Thanks!
>Matt
>
>

May 10 TH



Francesca Tripodi
<ftripodi@ustti.org>
02/15/2005 04:07 PM

To: wdraper@hearst.com
cc:
Subject: Curriculum Innovation Day

Dear Wanda:

Each year, the USTTI relies upon the steadfast support of our Board members, sponsors, and trainers who volunteer their valuable expertise and resources on behalf of leaders and officials throughout the developing world. To ensure that the USTTI curriculum continues to reflect developments in the rapidly changing communications/IT marketplace, we have scheduled a Curriculum Innovation Meeting for Tuesday, March 15, 2005. At this meeting, we will review special USTTI initiatives for 2005, collectively consider new course offerings, highlight on-line instruction opportunities, brainstorm new sponsor and Board member possibilities, and discuss the USTTI's efforts to address both the needs of our developing country participants as well as our Board and sponsor companies and agencies.

The working luncheon will begin at 12:00 noon on Tuesday, March 15 at the USTTI offices in Washington, DC and conclude by approximately 3:30 p.m. We will use this session to explore new and expanded training in a number of areas including: emergency communications, telehealth, distance learning, wireless broadband technology, management, e-government, Internet and VoIP, and broadcasting.

Please notify USTTI Curriculum Coordinator Francesca Tripodi (ftripodi@ustti.org or 202 785 7373) by March 4, 2005 if you are able to join us for this meeting; if you are unable to attend, you are welcome to designate an alternate training representative who could contribute to this session or participate via conference call.

We look forward to seeing you on Tuesday, March 15.

Sincerely,

Kelly O'Keefe
Matthew Gebert
Francesca Tripodi
USTTI Curriculum Coordinators

CC: Michael R. Gardner
Chairman USTTI

Francesca Tripodi
Curriculum Coordinator

 Wanda Q Draper

02/08/2005 05:44 PM

To: Matthew Gebert <mgeberty@ustti.org>

cc:

Subject: Re: Course Description & Details 

Matt,

We are looking forward to this.

Thanks,

W

Wanda Q. Draper

Director of Programming and Public Affairs

WBAL - TV 11

3800 Hooper Avenue

Baltimore, Maryland 21211

Tel: 410-338-6482

Fax: 410-338-6616

Matthew Gebert <mgeberty@ustti.org>



Matthew Gebert

<mgeberty@ustti.org>

02/08/2005 05:04 PM

To: wdraper@hearst.com

cc: Francesca Tripodi <ftripodi@ustti.org>

Subject: Course Description & Details

Dear Wanda,

It was a pleasure speaking with you today about WBAL training two individuals from June 6 - 10, 2005. Attached is your course's description as it appeared last year. Please feel free to make any changes and return them to my colleague Francesca Tripodi (copied on this message).

We are looking forward to working with you again this year, and will forward you detailed information on your two trainees as soon as they are confirmed. The 2005 Trainer Reference Handbook should also arrive by the end of next week.

If you have any questions whatsoever in the meantime, please feel free to contact Francesca or me.

Thanks!

Matt

Matthew Q. Gebert

Curriculum Coordinator

United States Telecommunications Training Institute

Phone: +1-202-785-7373

Fax: +1-202-785-1930

mgeberty@ustti.org

www.ustti.org



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President/CEO

July 16, 2004

Lucille Bull
WBAL-TV11
3800 Hooper Avenue
Baltimore, MD 21211

Dear Ms Bull:

Thank you for the informative and entertaining tour provided to participants of the Career Development Class. Meeting staff and learning about the television station opened a new world for the group. Through talking with you, the class learned some skills necessary for success in employment. Everyone enjoyed seeing the weather area and watching the live telecast. The pencils you gave us made a nice souvenir of a great day.

Vocational Rehabilitation Services' goals include showing the rewards of good work ethics and behaviors. By allowing the group to visit and sharing your knowledge, you act as a positive role model. Your friendliness and patience created a constructive learning environment. I have been sharing how wonderful a visit the group had with everyone I know.

If you have any additional information or ideas, please contact me at (410) 282-5900, extension 3217. Career Development Class is just one example of how Alliance, Inc. serves people with disabilities. For more information about Alliance, Inc., please contact me or visit our website, www.allianceinc.org.

Thank you,

Samantha Aulick
Customer Services Instructor
Vocational Rehabilitation Services